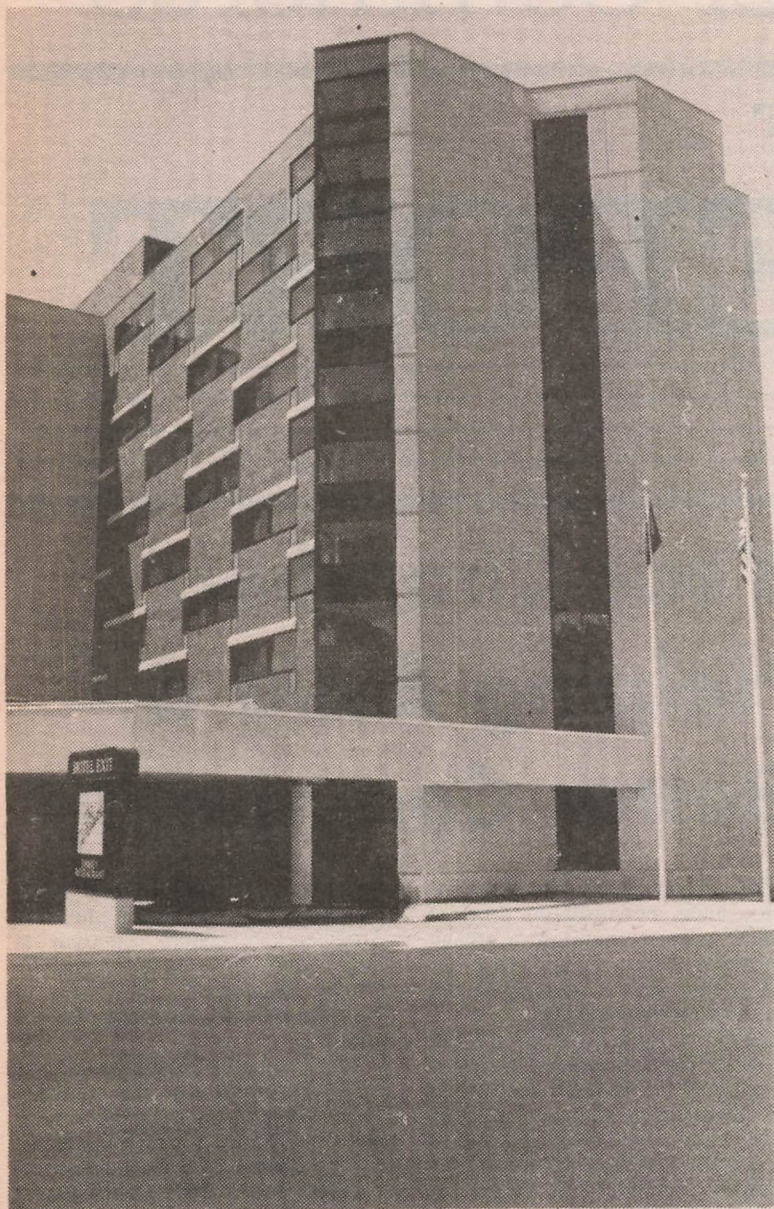


City, Chamber



The Provo Excelsior Hotel, part of Provo's redevelopment effort, has become an important cog in the downtown business district. The Provo Area Chamber of Commerce co-sponsored a major downtown celebration when the hotel had its grand opening last year.

of Commerce

REPORT

Your Chamber: Helping Build a Better Community

The Provo Area Chamber of Commerce, recognizing Central Utah's need to maintain a strong economic base, is focusing its efforts this year on industrial and commercial development.

Members and leaders of the chamber have developed a list of priorities for this year, because in the allocation of budget and staff time resources, the chamber must know where to place greater emphasis and thus greater resources.

Once the chamber knows its direction, it can then charge ahead in building task forces to accomplish its plan of action, which becomes an actual written

improved information and tours for area visitors, better publicize America's Freedom Festival at Provo and other events, and increase the overall awareness of tourism industry benefits for our area.

Third on the priority list is redevelopment of the central core. Much has begun here with the new hotel and Provo Town Square. Other major projects involving new office and retail space, city library, parking structures and upgrading or renovation of existing buildings will continue to receive chamber support and direct assistance. Offering methods of financing the upgrading

Share Same Goals

The goals of Provo City and the Provo Chamber of Commerce sound like they came from the same source.

Both groups are pushing hard for economic and industrial development this year, and Provo will soon break ground for a new business and research park.

"Provo City has always worked closely with the chamber to develop and maintain a

projects in throughout the city which he says will "maintain Provo as the regional center of Utah Valley."

"The efforts of Craig Call and other progressive chamber members, have breathed a new life into the downtown business community. The development of a downtown Provo Mall is becoming closer to reality with this demonstration of confidence in Provo's

central business district."

Ferguson says the city will continue to work closely with the chamber to encourage businesses and industries to locate in Provo.

"The new business and research park and industrial center will be built around a new 27-hole golf course that will provide an exciting environment for business in Provo," says Ferguson.

Provo Area Chamber

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